

MTR070365

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MITRE TECHNICAL REPORT

# Mashup the OODA Loop

**June 2008**

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**Sponsor:** Sponsor Name  
**Dept. No.:** E305

**Contract No.:** DAAB07-01-C-N200  
**Project No.:** 0708M290-IT

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Report Documentation Page			Form Approved OMB No. 0704-0188	
Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.				
1. REPORT DATE <b>JUN 2008</b>		2. REPORT TYPE		3. DATES COVERED <b>00-00-2008 to 00-00-2008</b>
4. TITLE AND SUBTITLE <b>Mashup the OODA Loop</b>		5a. CONTRACT NUMBER		
		5b. GRANT NUMBER		
		5c. PROGRAM ELEMENT NUMBER		
6. AUTHOR(S)		5d. PROJECT NUMBER		
		5e. TASK NUMBER		
		5f. WORK UNIT NUMBER		
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) <b>The MITRE Corporation,C2C Center,260 Industrial Way West,Eatontown,NJ,07724</b>		8. PERFORMING ORGANIZATION REPORT NUMBER		
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)		10. SPONSOR/MONITOR'S ACRONYM(S)		
		11. SPONSOR/MONITOR'S REPORT NUMBER(S)		
12. DISTRIBUTION/AVAILABILITY STATEMENT <b>Approved for public release; distribution unlimited</b>				
13. SUPPLEMENTARY NOTES <b>13th International Command and Control Research and Technology Symposia (ICCRTS 2008), 17-19 Jun 2008, Seattle, WA. Government Purpose Rights.</b>				
14. ABSTRACT <b>This paper provides an overview of several Web 2.0 applications and how they can be constructed via mashups to augment current Army Command and Control (C2) processes via the Observe, Orient, Decide, and Act (OODA) Loop concept. As defined by Wikipedia, a mashup is a Website or application that combines the content from more than one source into an integrated presentation. The benefits include (1) faster correlation of current data, (2) an ability to obtain previously unavailable data, and (3) an authoring environment that encourages end users (soldiers) to develop and share applications without having to wait during the traditional lengthy software development cycle.</b>				
15. SUBJECT TERMS				
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT <b>Same as Report (SAR)</b>	18. NUMBER OF PAGES <b>43</b>
a. REPORT <b>unclassified</b>	b. ABSTRACT <b>unclassified</b>	c. THIS PAGE <b>unclassified</b>		

## **Abstract**

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Keywords: C2, Command and Control, Mashups, Web 2.0

# Table of Contents

<b>1</b>	<b>INTRODUCTION.....</b>	<b>1</b>
<b>2</b>	<b>WEB 2.0.....</b>	<b>3</b>
2.1	Web 2.0 Description .....	3
2.2	Mashups.....	3
2.3	Web 2.0 Applications.....	3
2.3.1	Yahoo Pipes .....	4
2.3.2	Kapow Technology .....	5
2.3.3	Flickr.....	6
2.3.4	YouTube .....	6
2.4	Use of Mashups in Real World Events.....	6
<b>3</b>	<b>OODA LOOP .....</b>	<b>8</b>
3.1	Background.....	8
3.2	Speeding up the OODA Loop .....	9
<b>4</b>	<b>POTENTIAL ARMY MISSIONS ENHANCED BY USING WEB 2.0 TECHNOLOGY .....</b>	<b>11</b>
4.1	IED (Improvised Explosive Device) Forensic Analysis .....	11
4.2	Convoy Route Planning.....	13
<b>5</b>	<b>CONCLUSIONS.....</b>	<b>13</b>
	<b>REFERENCES.....</b>	<b>17</b>

List of Figures

FIGURE 1 – FIND ITEMS NEAR LOCATIONS PIPE .....5

FIGURE 2 - SAN DIEGO FIRE GOOGLE MAP MASHUP .....7

FIGURE 3 - OODA LOOP (SIMPLIFIED VERSION) .....8

FIGURE 4 - EXPANDED OODA LOOP .....9

FIGURE 5 - IED FORENSICS PIPE (NOTIONAL) .....12

FIGURE 6 - NOTIONAL RESULTS FOR IED FORENSICS PIPE .....12

# 1 Introduction

This paper provides an overview of several Web 2.0 applications and how they can be constructed via mashups, defined in Section 2, to augment current Army Command and Control (C2) processes. The Observe, Orient, Decide, and Act (OODA) Loop will be deconstructed to highlight sections where Web 2.0 applications could increase the situational understanding of military commanders. The applications reviewed in this paper include Yahoo Pipes, Openkapow Robots, Flickr, and YouTube. The paper will also present use cases on how Web 2.0 technology can support the OODA Loop process for the United States (U.S.) Army.

The US Army (and by extension the US government) have created numerous stand-alone information systems that by definition hinder the sharing of information. In response, the Army has implemented expensive and lengthy programs designed to provide a Common Operating Picture (COP) or the more recent moniker User Defined Operating Picture (UDOP). These programs typically follow a traditional software development process of a lengthy requirements collection cycle followed by an even more lengthy development cycle. Web 2.0 tools offer the opportunity to break this traditional software development paradigm. The true power of Web 2.0 applications lie in the ability to share information between separate applications and the even more powerful ability of end-users to define their own set of desired information in a quick and timely manner. The most prevalent critique of the current software development process is that it takes too long and is too expensive.<sup>1</sup> The community aspect of Web 2.0 applications allows end users (e.g. Warfighters) to act quickly on their own requirements and ideas and allows them the ability to (1) create their own applications specifically designed to meet their needs, (2) modify applications that other soldiers have created, and (3) publish their applications to a library so other soldiers can use/modify them.

This paper does not propose that Web 2.0 technologies should replace the structured software development process or the existing military C2 systems; however, it does propose to extend the current C2 infrastructure with Web 2.0 technology to provide the user (soldier) with benefits observed on the public Internet and World Wide Web. The augmented infrastructure would include data repositories for image and video files (e.g., Flickr and YouTube) and information-sharing capabilities offered through tools such as mashups.

This paper focuses on the use of the OODA loop at the tactical level only. The utility of mashups at the operational and strategic level is a topic for another effort.

The biggest challenge organizations face when implementing a Web 2.0/mashup approach will not be the technology, but instead will be the culture of the organization. Organizations that foster risk taking and innovation will thrive in this new type of environment; however,

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<sup>1</sup> Charette, Why Software Fails, IEEE Article, <http://www.spectrum.ieee.org/sep05/1685>, Accessed 3 Mar 2008

organizations that are too staid in their processes will have a difficult time embracing this new development methodology.

This document contains the following sections:

Section 1: Provides the introduction to this document.

Section 2: Describes the Web 2.0 concept.

Section 3: Describes the OODA Loop.

Section 4: Discusses potential Army missions that could be enhanced by using Web 2.0 technology.

Section 5: Provides conclusions.

## **2 Web 2.0**

### **2.1 Web 2.0 Description**

Web 2.0 provides a new way for users to interact with and through the Internet. O'Reilly Media defined the phrase in 2004 to refer to a perceived second generation of web-based services such as social networking sites, wikis, communication tools, etc that emphasize online collaboration and sharing among users. Web 2.0 defines a new way for users to interact with the Web versus a new version of technical standards. Web 2.0 has also been defined as the transition of web sites from isolated information to sources of content and functionality.

Web 2.0 allows users to communicate with the data stored on servers and is typically performed via forms in a HyperText Markup Language (HTML) page, a scripting language such as JavaScript, or through Flash, Silverlight or Java applications. These methods use the client's computer to reduce server workloads and increase the responsiveness of the application.

### **2.2 Mashups**

The term *mashup* was borrowed from the pop music scene. In the music business, a *mashup* describes a new song that is mixed from the vocal and instrumental tracks from two different songs (usually belonging to different genres). Like these "DNA-combined" songs, a Web mashup is an unusual or innovative composition of content often from unrelated data sources (e.g., video and text).

A mashup application has three components: the content/information provider(s), the mashup site, and the client's Web browser. These components are logically and physically disjoint and are likely separated by both network and organizational boundaries. The information content being "mashed" originates from the content providers and these providers are frequently unwitting of how their information is being used downstream. The mashup may or may not be executed where the mashup site is located as mashups can be implemented via traditional Web applications using server-side dynamic content-generation technologies like Java servlets, Common Gateway Interfaces, Hypertext Preprocessor, or Active Server Pages. The client's Web browser provides the user interaction and the rendering of the application and data.

### **2.3 Web 2.0 Applications**

Mashup applications have been released by some of the leading companies in the information industry, such as Google, Yahoo, IBM, and Microsoft, along with some smaller niche players such as Kapow Technologies. A significant attribute of this type of development effort is the ability for the mass of Internet users that lack programming experience to contribute to the thousands of freely available mashups. This section describes four Web 2.0 applications: Yahoo Pipes, Open Kapow, Flickr, and YouTube.



### 2.3.1 Yahoo Pipes

Yahoo Pipes is a free online service that allows people without programming experience to remix popular streams of content types (e.g., Really Simple Syndication [RSS]) and create data mashups using a visual drag-and-drop editor. Yahoo Pipes also provides a library of pipes (currently numbering in the thousands) enabling users to copy, re-use, and modify pipes for their own design. Yahoo Pipes can provide a more focused set of news feeds than a traditional feed aggregator offered by sites like My Yahoo. The My Yahoo site allows the user to select news from a pre-designed set menu, whereas Yahoo Pipes allows the user to design the specific view with only the data sources and information of interest at the moment regardless of any pre-design by the content owner. Pipes also allows the analysis of data feeds that were previously inaccessible due to conditions such as high volume of data (too much to sift through) or foreign language constraints (information was not understandable). Another unique attribute of Pipes is the ability for a Web publisher to include RSS feeds on its pages without the need of specific pre-configured server-side software. Alex Iskold compares the power of Pipes to the revolution started by *relational databases*. He claims Yahoo Pipes is “the first GUI builder for the biggest database in the world – the web itself.”<sup>2</sup>

The screen displayed in Figure 1 is an example of a Yahoo Pipe. This pipe allows the user to enter a place type (e.g., “Market Square”), a zip code (or location), a description of a photograph (e.g., “white van”), and a specified radius from the desired location. This information is filtered through a Yahoo Local Search and returns a list of pictures that meet these criteria. As a specific example, it can return pictures of trees in parks within a user-defined distance of a certain address. In addition, this pipe could return a picture of anyone named “Michael” or a “white van” that happened to be near the Baghdad Market Square.

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<sup>2</sup> Iskold, Alex, Yahoo Pipes and the Web as a Database, ReadWriteWeb.com, [http://www.readwriteweb.com/archives/yahoo\\_pipes\\_web\\_database.php](http://www.readwriteweb.com/archives/yahoo_pipes_web_database.php), accessed 1 Mar 08

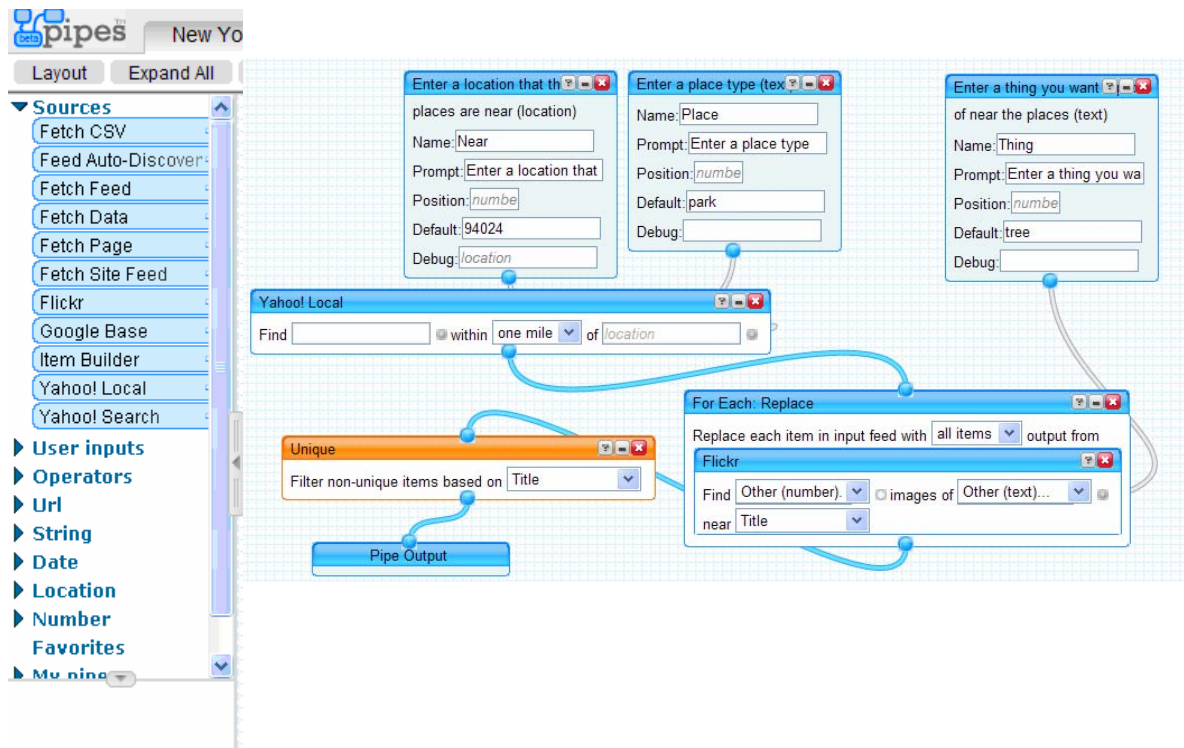


Figure 1 – Find Items Near Locations Pipe

### 2.3.2 Kapow Technology

Kapow Technology provides tools that enable users to access the extremely large amount of information on the network (Internet or intranet) that is not readily accessible by a defined Application Programming Interface (API). An API is the traditional method used to access information from a different system where the owner of the system defines which data is accessible to outside applications and in what format.

According to SOA (Service Oriented Architecture) World:<sup>3</sup>

“In the increasingly competitive global economic environment, companies are driven to optimize every possible part of their businesses, which often requires ad-hoc access to data hidden inside Intranet and Internet applications to create business “mashups” or dashboards for optimal decision making. But today, approximately 99% of the content, data, and business logic are out of reach for most web application development and integration projects.”

<sup>3</sup> The Kapow Mashup Server Powers Enterprise Mashups of Internet Data and the World Wide Web, SOA (Service Oriented Architecture) Magazine Article, 26 Feb 07, <http://soa.sys-con.com/read/336818.htm>

There are currently more than 150 million Web sites available on the Internet; however, only about 542 of them have published APIs.<sup>4</sup> The Kapow Technology tools allow users much greater access to this “hidden” data by enabling API-based access to a wide variety of structured data like databases and unstructured data such as video and text. The Portal Content Edition of Kapow provides a point-and-click interface to clip or scrape Web content and can incorporate the login and security mechanism resident on many sites. The Kapow server is a Java-based application that supports all leading operating systems, databases, data exchange formats, and Internet Protocols.

The output from the Kapow tools can be used directly by the consumer or as input to other tools such as Yahoo Pipes.

### **2.3.3 Flickr**

Flickr allows users to search through pictorial databases maintained on Flickr servers by retrieving pictures marked with meta-tags. Flickr provides a significant mashup opportunity as it provides an API that enables other programs to access tags, photos, user names, and contacts. Third party developers have written wrappers for the Flickr API that make it usable within other programming environments such as Flash, PHP, Python, Java, Perl, and Ruby.

### **2.3.4 YouTube**

YouTube is a video-sharing site that allows users to upload videos to the YouTube server and make them “findable” by others by adding descriptions (tags) to the videos. The site contains a wide variety of different video styles such as movie and TV clips, music videos, video-blogging, etc. Users can post videos in a number of different formats: WMV, AVI, MOV and MPEG. The YouTube site translates the file into the Flash Video (FLV) format. This format is very useful because of its compatibility with most web browsers which enables users to provide a link to a video or embed it within another web page because each video is accompanied by the full HTML markup. This allows the video to autoplay within the web browser.

## **2.4 Use of Mashups in Real World Events**

The technology to support mashup development has been available for several years. The scope of this paper prevents a thorough discussion of the numerous successful mashup efforts; however, one in particular is worth noting. This application was developed by a small public radio station in response to the need to provide critical information to the public during the large San Diego fires in late 2007.<sup>5</sup> The success of the project relied on using

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<sup>4</sup> *January 2008 Web Server Survey*, [http://news.netcraft.com/archives/web\\_server\\_survey.html](http://news.netcraft.com/archives/web_server_survey.html), accessed 5 February 2008.

<sup>5</sup> *How a small Public TV/Radio Station served it's public*, Robert Paterson's Web Blog, [http://smartpei.typepad.com/robert\\_patersons\\_weblog/2008/02/kpbs---how-a-sm.html](http://smartpei.typepad.com/robert_patersons_weblog/2008/02/kpbs---how-a-sm.html), accessed 7 February 2008.

Web 2.0 technology, but was only enabled because of the culture driven by the station's general manager who was "very supportive of granting autonomy". The culture driven by the general manager prepared the workers to act on their own initiative and to act fast. Before the fire, the radio station's Web site maintained a typical set of news stories; however, as the fire situation turned into a crisis, the Web site response was greatly slowed by the increase in traffic. The Web master decided to strip everything not directly related to the fire off of the site. The revised site carried only the fire headlines and a link to a Google map. This application allowed anyone to post pictures and text of their observations of the fire. It became a "living map" (reference Figure 2) and provided a much better understanding of the crisis than what the government officials were able to present.

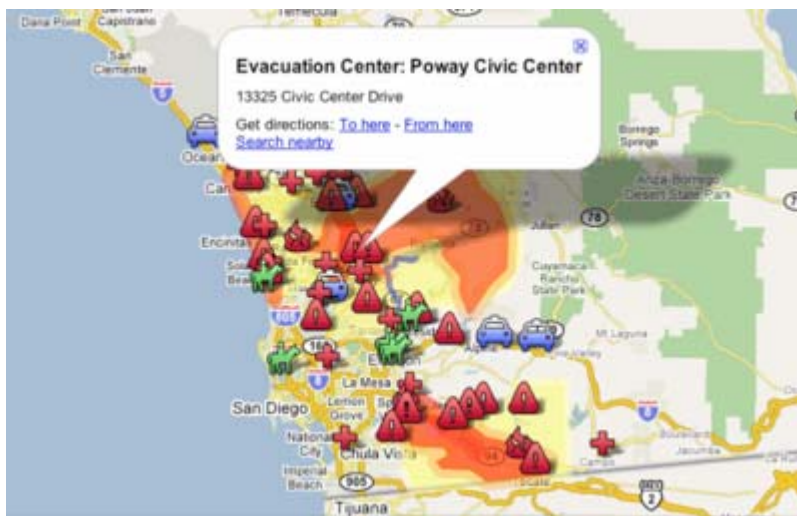


Figure 2 - San Diego Fire Google Map Mashup

This new communications path became the station's only voice to its audience when the power to its transmission tower was destroyed by the fire.

This application was successful primarily because the General Manager recognized the impossibility of controlling (both in acquiring and disseminating) the myriad of information reports. Had the manager relied only on "official sources" to report the status of the fires, the station's customers would have had less understanding of the location and intensity of the various fires, escape routes, emergency services, etc.

## 3 OODA Loop

### 3.1 Background

Colonel John Boyd was one of the foremost military thinkers in the 20<sup>th</sup> century. His aviation theories significantly influenced the design of several U.S. aircraft designs in the 1970's and 1980's<sup>6</sup>. However, he is best known for the development of the OODA Loop. As defined by Col Boyd, the OODA Loop provides a construct for the military decision-making process. The OODA Loop concept has been used by numerous organizations, both in the military and in the business world, as a model for making decisions.

Most People that are familiar with the OODA Loop do not realize they are using a greatly simplified version (see Figure 3). In fact, according to Chet Richards<sup>7</sup>, this version of the OODA Loop was never presented in any of Boyd's numerous briefings of his seminal work, and the simplified version does not capture the various decision making intricacies that Boyd knew to be present in complex environments.

Richards expounds that while this simplified version may be applicable to engineering-type applications, it does not work well in conflict scenarios since the simplified process is sequential, slow, and easy to disrupt. In addition there are definite quality and quickness tradeoffs. However, the most serious shortfall is the lack of a smart, adaptive adversary.

The expanded version of the OODA Loop (see Figure 4) was the actual one used in Boyd's briefings.<sup>8</sup>

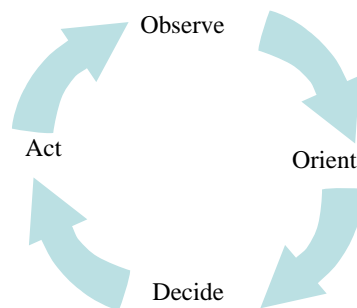


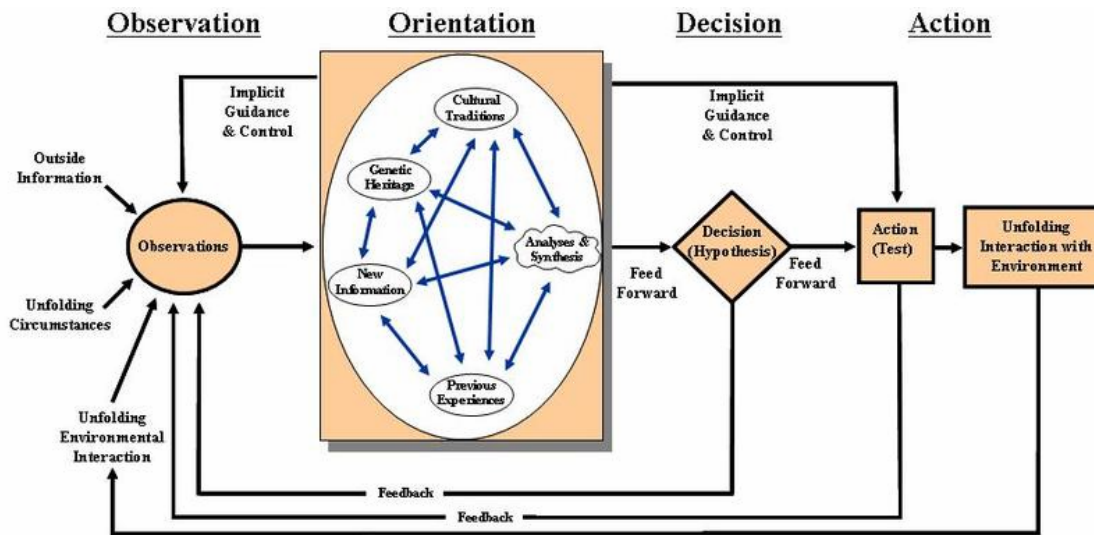
Figure 3 - OODA Loop (Simplified Version)

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<sup>6</sup> Richards, Certain to Win, Xlibris Cooperation, June 2004

<sup>7</sup> Chet Richards was a close associate of the late U.S. Air Force Colonel John R. Boyd from the mid-1970s until Boyd's death in 1997. Boyd had asked him to review the mathematical portions of his first civilian paper, *Destruction and Creation*, and this led to a collaboration that eventually included applications to the business world.

<sup>8</sup> Richards, Certain to Win, Xlibris Cooperation, June 2004



Note how orientation shapes observation, shapes decision, shapes action, and in turn is shaped by the feedback and other phenomena coming into our sensing or observing window.

Also note how the entire "loop" (not just orientation) is an ongoing many-sided implicit cross-referencing process of projection, empathy, correlation, and rejection.

Figure 4 - Expanded OODA Loop

### 3.2 Speeding up the OODA Loop

The *complete* OODA loop provides a more intuitive and accurate model of the myriad of interactions and feedback mechanisms that are part of a complex decision making process. For many years, the military has focused on “speeding up the OODA Loop” to get inside the enemy’s decision-making process. Richards provides insight in to how this technique of increasing the speed works within the OODA loop concept. According to Richards, “If action is flowing smoothly and (nearly) instantaneously from **orientation** [emphasis added], as it should the vast majority of the time, then the speed that counts is the speed to reorient in response to changing external and internal conditions. There is no case where slower is better.”<sup>9</sup> By quickly constructing new data conglomerations or views, the mashup concept can be used to greatly increase the efficiency of the *orient* phase of the OODA loop.

The United States is currently fighting numerous large-scale counterinsurgency efforts. History has shown that counterinsurgencies can last 10-30 years. Given that, “the focus should not be on the speed of the decision, but on a current understanding of the situation.

<sup>9</sup> Ibid

Consequently, the ‘Observation and Orient’ become the critical element of the OODA Loop”.<sup>10</sup>

The ability of analysts to construct new data conglomerations quickly using mashup tools means they will be able to adapt to the changing environment rapidly. Mashups will allow soldiers the ability to quickly *reorient* to the changing conditions on the battlefield. This reorientation is in marked contrast to the current development methodology that requires lengthy requirements determination and an even longer development process.

The applications described in this paper offer unique capabilities to increase the speed of the OODA loop processes, but it is the soldier-driven development of mashups that can be created to meet each unique environmental challenge and the ability to share and collaborate in the development of these mashups that offer the most powerful results. An infrastructure delivering the Web 2.0 technologies discussed earlier will enable soldiers to rapidly create and recreate new ways to sort, filter, process, and display all sorts of Web-based information such as patrol pictures/video, SIGACTS (Significant Activities), video, order updates, etc.

The strength of the Web 2.0 application resides in filtering and combining large data sources. Mashups enable the user to extract and present specific information of interest in near real time. Some of these information mosaics may be constructed today by traditional analysis tools, but they might take too long to be of tactical use. Bad things happen when we lose the battle initiative. In other words, if it takes us 24 hours to plan an operation and only 4 hours for the enemy to adapt to it, then **we are losing the initiative**. There are three specific areas in which Web 2.0 applications and mashups offer significant value to the speeding up the OODA Loop process. These are:

1. Web 2.0 and mashups can provide additional pieces of the intelligence puzzle by obtaining information and data from sources that were previously unavailable or difficult to gather and keep refreshed. In addition, the mashup concept will make it easier to access new systems and databases as they are brought on line since this approach is easier, faster, and cheaper than the traditional API development.
2. Web 2.0 and mashups can provide a faster collection of data and resulting correlation of information than the legacy systems offer. This provides for a faster OODA Loop and an increased overall battle rhythm. This increased battle rhythm results in more concurrent operations or operations that can be planned (and executed) faster than current systems allow.
3. Mashup tools are targeted to the end-user, not the developer, which allows actual Army soldiers (Knowledge Managers, Staff Planners, Intelligence Analysts, Battle Captains, etc.) to create their own mini-applications (tailored combinations of soldier-specific data feeds in a consistent presentation format) and not wait in the traditional software development queue for future additions or new system integration.

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<sup>10</sup> Hammes, Thomas, *The Sling and the Stone*, Zenith Press, 2006.

## **4 Potential Army Missions Enhanced by using Web 2.0 Technology**

The mission vignettes described below assume that the Army has embraced Web 2.0 technology and has adopted capabilities such as providing digital cameras to patrols, installing a series of video and still cameras around combat zones, and implementing a Flickr and YouTube-like database of image and video files. One topic not covered in this paper is a “quick and painless” method to provide annotations describing the various files. Initial investigation into the time required to conduct after-action annotation indicates a minimal impact to the troops during their normal de-briefing process; however, additional research is required in this area. In addition, there is work being done to explore the use of software to provide an automated annotation process by being able to distinguish between such things as a white van and a blue sedan.<sup>11</sup>

### **4.1 IED (Improvised Explosive Device) Forensic Analysis**

A car bomb explodes in a market square. Eyewitness reports indicate it was a white van. In minutes, the military intelligence analyst can construct a Yahoo Pipe that searches through all pictures of “white vans” at key intersections within a ten-mile radius of the explosion. This information can be used to help trace back to the location of the garage where the van originated and where the bomb was potentially constructed. This vignette will work best in environments where there are numerous automatic camera/video sensors along key roads and where the Army has set up a commercial Web site encouraging soldiers and Iraqis to post (and tag) their pictures. Another key source of information could be obtained by providing mashups into the repository of UAV (Unmanned Aero Vehicle) provided imagery/video with time and location metadata.

A sample of what this type of pipe would look like and the resulting information generated from it is described in Figures 5 and 6.

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<sup>11</sup> *Combat Zones that See*, Sarnoff Technology Briefing.



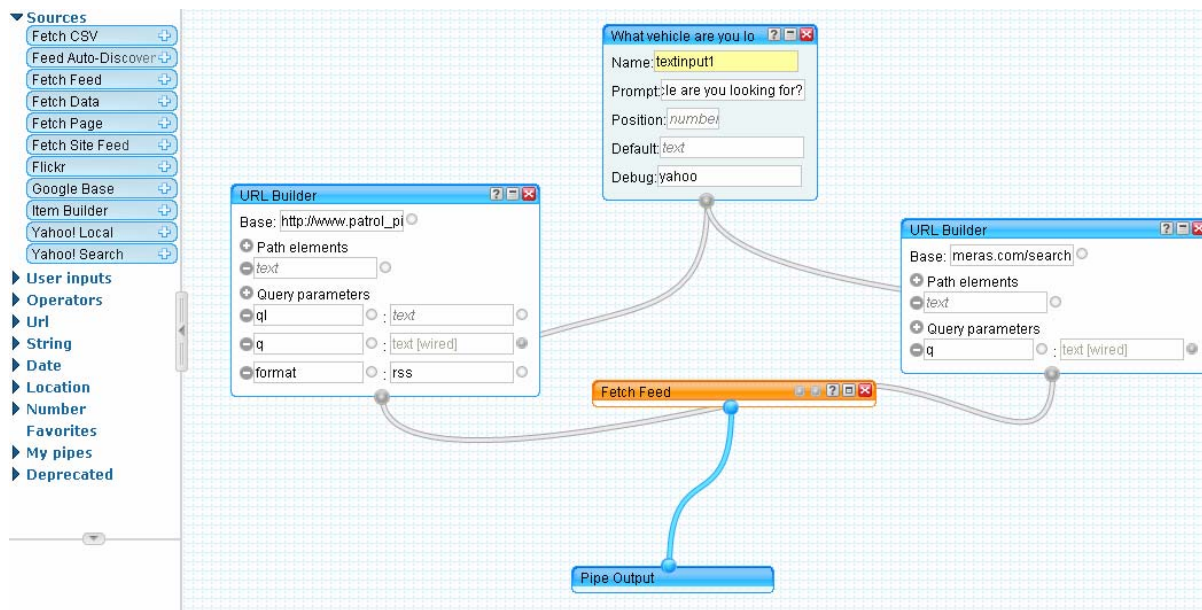


Figure 5 - IED Forensics Pipe (Notional)



Figure 6 - Notional Results for IED Forensics Pipe

## 4.2 Convoy Route Planning

A food and fuel resupply convoy is formed at U.S. Base 1 and travels to U.S. Base 2. To determine the safest route, the convoy planner checks recent mashups on the Army's convoy-planning Web site. The planner sees one that was developed during the previous week by another convoy planner that used related inputs. The planner quickly clones the Pipe to their desktop and makes some minor adjustments. In just a few minutes, the revised Pipe is up and running. The new Pipe combines multiple local newspaper feeds and video reports from convoys earlier in the day to identify potential traffic bottlenecks due to construction activities, cultural norms, activities (e.g., Thursday is "wedding day"), sporting events, etc. In addition, the results can be combed for possible routes of approach, escape, and obvious ambush sites. This technique can also be used to look for current road conditions (visibility, slickness, accidents, etc.). The route information is then submitted to the army convoy planning process.

## 5 Conclusions

The world is awash in data. Based on a report by Peter Lyman from the University of California at Berkley, the world produced about five exabytes<sup>12</sup> of new information produced in 2002.<sup>13</sup> The author believes that figure grows by approximately 30% per year. The military user is either overwhelmed with data from numerous sources or frustrated by the inability to obtain data easily from stove-piped systems. The total amount of data collected during a year is staggering (and growing). One report cited at least 50% of the information we currently collect goes unprocessed. We need a better infrastructure and better tools to process/analyze the data we already have. As stated in a recent Rand report:<sup>14</sup>

In an age of abundant, almost limitless, information and communications capabilities, decision makers are increasingly faced with the problem of too much information, rather than too little. In today's information-oriented society, winnowing, filtering, correlating, and fusing information have become as important as acquiring the information, or (regrettably) even as important as its content, if not more so.

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<sup>12</sup> That's a 5 followed by 18 zeroes

<sup>13</sup> Lyman, Peter, How Much Information, 2003, School of Information Management and Systems, University of Southern California, Berkley, <http://www2.sims.berkeley.edu/research/projects/how-much-info-2003/>

<sup>14</sup> Builder, Banks, Nordin, Command Concepts: A Theory Derived from the Practice of Command and Control, Rand Publication, 1999

Combining the capability of various Web 2.0 applications via mashups in a well-connected operational environment appears to have much to offer to help tackle this problem. These mashups offer flexible soldier-driven tools designed to enable better searching and manipulating of the mountain of data resident in military systems. The use of a visual drag-and-drop development environment, such as provided by Yahoo Pipes, empowers non-programmers to create their own applications specifically designed to handle local problems.

One common truth echoed from users all over the world about software development is that it takes too long and is too expensive for feature enhancement or new system integration. The community aspect of Web 2.0 applications enables regular users (e.g., soldiers) to quickly act on their own ideas and allows them the ability to (1) create their own mashups specifically designed to meet their needs, (2) modify mashups other soldiers have created, and (3) publish their mashups so other soldiers can use them.

The mashup concept aligns with the U.S. military's desire to push decision-making power down to the lowest possible level. By providing a Web 2.0 technology environment, the Army will provide a controllable methodology that allows individual soldiers (Knowledge Managers, Staff Planners, Intelligence Analysts, Battle Captains, etc.) to design and develop their own analysis and processing tools. This approach will increase the rate at which we can adapt to changing environments.

A comment from a fellow MITRE analyst summarizes the mashup concept.<sup>15</sup>

“The entire concept of operations for how services are built shifts from a ‘pass-requirements-to-techies-and-wait-for-the-next-development-cycle’ approach to a ‘mash-it-up-right-now-and-keep-it-if-it-works’ approach and that approach only works if there is a community of users posting mashups, using mashups, modifying mashups and tagging useful mashups.”

As with most progress in military development, it is not just the application of pure technology that solves problems. Instead it is the underlying culture of the organization itself that promotes change and risk taking by using new tools and doing old things in new ways to advance the state of the art of war and command.

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<sup>15</sup> Telephone conversation with Jacob Heim, June 2007.

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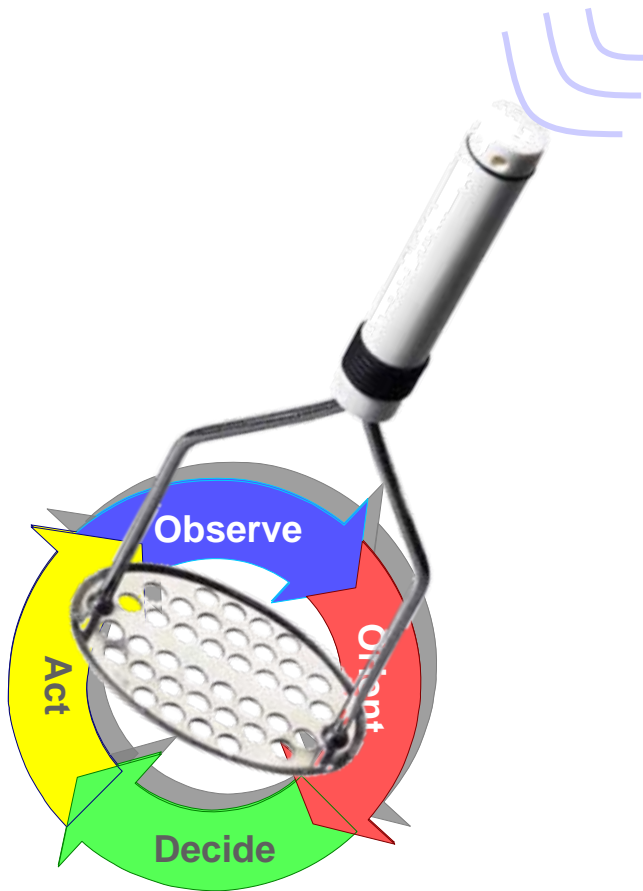
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# Mashup the OODA Loop

**2008 CCRTS Conference**  
**17-19 Jun 2008**  
**Bellevue, WA**

The MITRE Corporation  
Jeff Heier

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# Outline

- Web 2.0 Overview
- Mashup Overview
- Mashup Development Tools
- Mashup Support to Army Mission

# Information Integration

- The Web provides a wonderful resource of information, but what we really want is some way to combine the information from a multitude of sources
- There are two ways to do so
  - APIs (Application Programming Interface)
  - Mashup Tools

## API

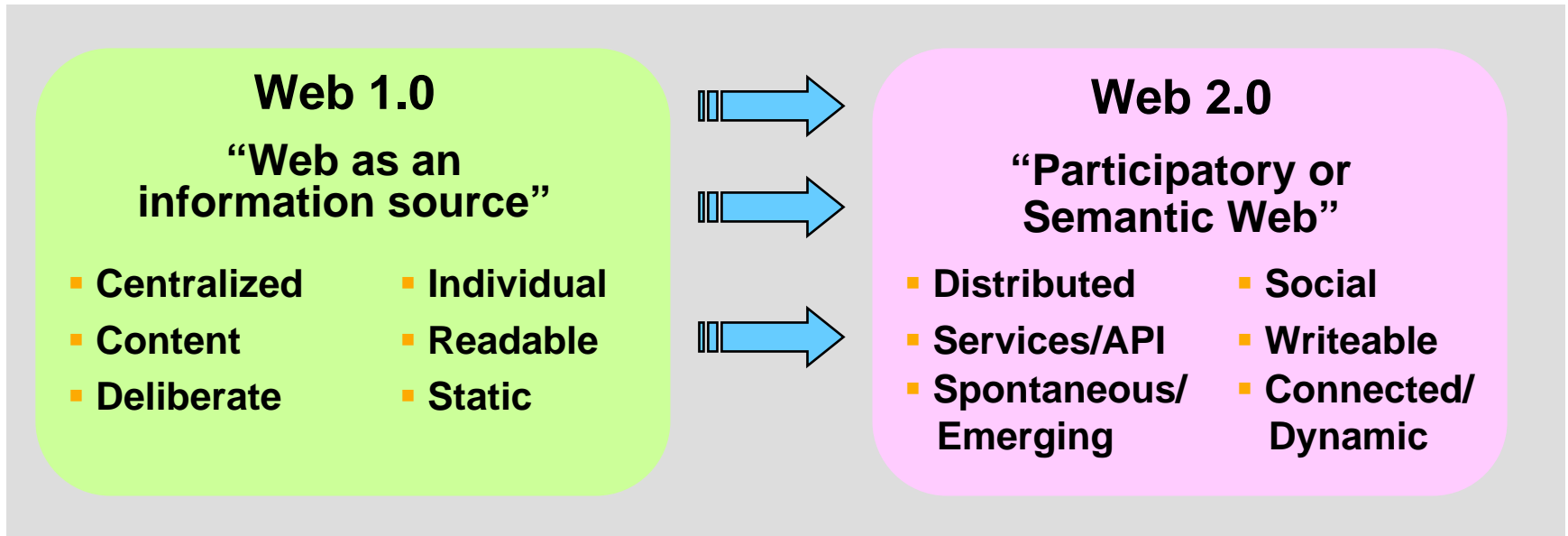
- Developed by the information **developer** or content provider
- Access to specific data is controlled by the what the **developer** wants to expose to the world
- Development process is fairly **slow**

## Mashup

- Developed by the information **user**
- Access to specific data is defined by the **user**
- Development process is very **fast**



# Web 2.0 Overview



- Web 2.0, a phrase coined by O'Reilly Media refers to a perceived second generation of web-based communities and hosted services which facilitate collaboration and sharing between users
  - Although the term suggests a new version of the World Wide Web, it does not refer to an update to Web technical specifications, but to changes in the ways systems developers and end users have used the web platform

# Web 2.0 Bottom Line

- Web 2.0 applications and mashup tools provide a very powerful ability to retrieve and organize data from multiple sources
  - If you have an IP address a user can obtain and manipulate the data in endless ways
  - This capability is cheap, fast, and easy
- Formal coordination between developer and end users are minimized (or done away with all together)
  - User typically has trouble defining exactly what they want
  - Developer seldom understands exactly how the user will operate the system

# Mashup Description

- Definition: A web site or application that combines content from more than one source into an integrated presentation
- A mashup application is composed of three components
  - API/content provider
  - Mashup site
  - Client's web browser
- Each site is logically and physically disjoint and are normally separated by both network and organizational boundaries
- The API/content providers are often unwitting of how their information is being used

**The term *mashup* was borrowed from the pop music scene that indicates a new song that is mixed from the vocal and instrumental tracks from two different songs (usually belonging to different genres).**

# Mashup Development Tools List

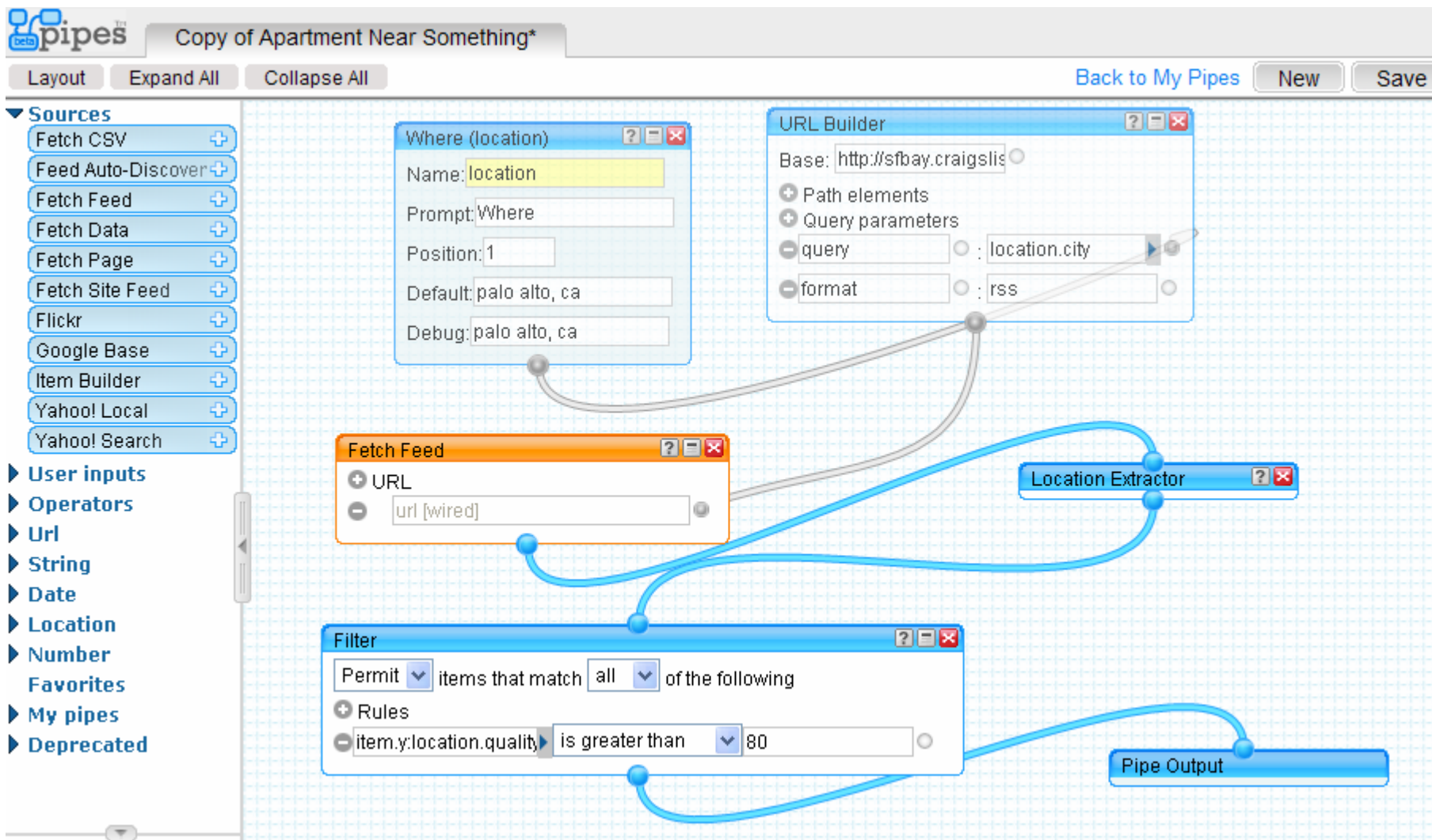
- Yahoo Pipes
- Kapow Technology
- Microsoft Popfly
- IBM Lotus Mashup
- Google Mashup Editor
- etc

# Yahoo Pipes

- Yahoo Pipes is a free on-line service that provides a visual editor that allows non programmers to remix popular data types (video, picture, text, etc)
- Currently allows conglomeration and filtering of numerous data sources
  - Yahoo Search and Yahoo Local
  - Fetch (retrieves one of more feeds from URL(s))
  - Google base
  - Flickr
  - More to be added over time (e.g. Google Maps)
- Yahoo provides a library of existing downloadable pipes users can borrow and contribute to

**The term *pipes* comes from the Unix operating system terminology that provides an ability to connect sources of data to filters and utilities**

# Sample Yahoo Pipe

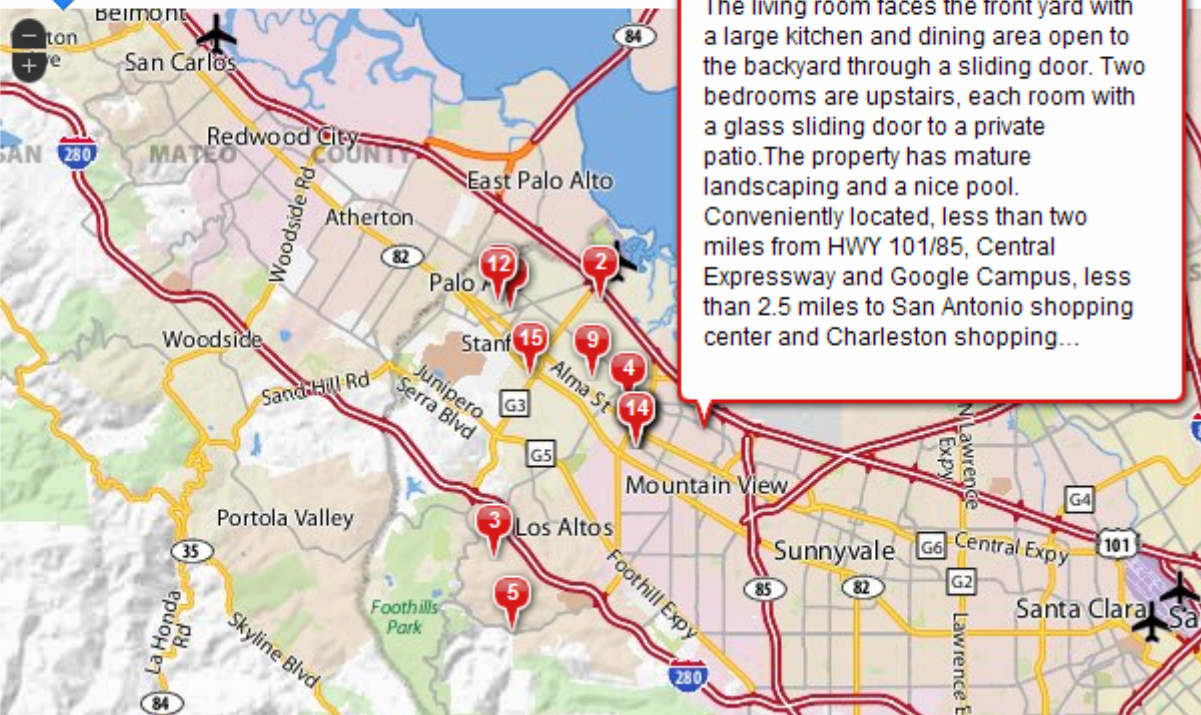


# Sample Yahoo Pipe (Output)

Where

Get as a Badge MY YAHOO!

**Map** List



**NICE TOWNHOUSE, LARGE YARD, W/D, NEAR PALO ALTO (mountain view) \$1950 2bd**

Deluxe 2 bedroom 1 ½ bath townhouse with front patio & large private back yard. The living room faces the front yard with a large kitchen and dining area open to the backyard through a sliding door. Two bedrooms are upstairs, each room with a glass sliding door to a private patio. The property has mature landscaping and a nice pool. Conveniently located, less than two miles from HWY 101/85, Central Expressway and Google Campus, less than 2.5 miles to San Antonio shopping center and Charleston shopping...

# Kapow Technology


- Provides access to extremely large amount of information on the network (Internet or Intranet) that is not readily accessible by a defined Application Programming Interface (API)
- Greatly increases the amount of web data available to mashup tools such as Yahoo Pipes
  - Provides a “screen scraper” which extracts text data from the PDF, XML, Excel files
  - Provides access to the 99% of web sites that do not have an API



# Kapow Example (1)

<b>MMS</b>	Home	Search	Topic Index	About MMS	What's New	U.S. Department of the Interior
	Gulf of Mexico Region Offshore Information					
Plans Tracking Info						
Deepwater Info	<b>Deepwater Information</b>					
FPSO Information						
Royalty Relief						
Safety Information						
OCS Regulations						
NTL's/LTL's						
Atlas Project						
Fields & Reserves						
Resource Assessment						
Eastern Activities						
Atlantic Activities						

The deepwater portion of Gulf of Mexico has shown a remarkable increase in oil and gas exploration, development and production. In part this is due to the development of new technologies reducing operational costs and risks, as well as the finding of reservoirs with high production wells. There are about 90 announced Gulf deepwater prospects--the Gulf operators have been setting and surpassing records in water depth and length using new and improved proven technology.

[Current Deepwater Activity](#) (Updated weekly) 

# Kapow Example (2)

**MMS**  
Plans Tracking Info  
Deepwater Info  
FPSO Information  
Royalty Relief  
Safety Information  
OCS Regulations

[Home](#)[Search](#)[Topic Index](#)[About MMS](#)[What's New](#)

**Gulf of Mexico Region  
Offshore Information**

**U.S. Department  
of the  
Interior**

**Deepwater Information**

The deepwater portion of Gulf of Mexico has shown a remarkable increase in oil and gas exploration, development and production. In part this is due to the development of new technologies reducing operational costs and risks.

## Current Deepwater Activity

<i>Operator</i>	<i>Area/ Block</i>	<i>OCS Lease</i>	<i>Rig Name</i>	<i>Prospect Name</i>	<i>Water Depth (ft)</i>
Shell Offshore Inc.	AC 857	G17565	NOBLE CLYDE BOUDREAUX	Great White	7,814
Exxon Mobil Corporation	WR 584	G20351	OCEAN EIRIK RAUDE		7,120
Devon Energy Production Company, L.P.	WR 758	G17015	DIAMOND OCEAN ENDEAVOR	Jack	6,964
BP Exploration & Production Inc.	GC 743	G15607	GSF DEVELOPMENT DRILLER II	Atlantis(GC)	6,824

# Kapow Example (3)

<b>MMS</b>	<a href="#">Home</a>	<a href="#">Search</a>	<a href="#">Topic Index</a>	<a href="#">About MMS</a>	<a href="#">What's New</a>	U.S. Department of the Interior
	Gulf of Mexico Region Offshore Information					
<a href="#">Plans Tracking Info</a>						
<a href="#">Deepwater Info</a>						
<a href="#">FPSO Information</a>						
<a href="#">Royalty Relief</a>						
<a href="#">Safety Information</a>						
<a href="#">OCS Regulations</a>						

**Deepwater Information**

The deepwater portion of Gulf of Mexico has shown a remarkable increase in oil and gas exploration, development and production. In part this is due to the development of new technologies and drilling operations.

## Current Deepwater Activity

NOAA Satellite and Information Service


**NODC**  
National Oceanographic Data Center

You are here: [NODC Home](#) > [Access Data](#) > [Buoy Home](#) > Western Gulf of Mexico

Use the Buoy ID text links below or click on ID in the map.

- [Western Gulf of Mexico >>](#)
- [42001](#)
- [42002](#)
- [42006](#)
- [42008](#)
- [42010](#)
- [42011](#)
- [42017](#)
- [42019](#)
- [42020](#)
- [42035](#)
- [42038](#)
- [42041](#)
- [42055](#)

**Western Gulf of Mexico**



# Kapow Example (4)

<b>MMS</b> <a href="#">Plans Tracking Info</a> <a href="#">Deepwater Info</a> <a href="#">FPSO Information</a> <a href="#">Royalty Relief</a> <a href="#">Safety Information</a> <a href="#">OCS Regulations</a>	<a href="#">Home</a>	<a href="#">Search</a>	<a href="#">Topic Index</a>	<a href="#">About MMS</a>	<a href="#">What's New</a>	<b>U.S. Department of the Interior</b>
	<b>Gulf of Mexico Region</b> <b>Offshore Information</b>					

**Deepwater Information**

**Rig Management**

The oil and gas industry is responsible for the safe and efficient operation of offshore facilities. This includes the management of deepwater rigs, which are used to extract oil and gas from the seabed.

NOAA Satellite and Information  
**NODC**  
 National Oceanographic Data Center  
 You are here: [NODC Home](#)  
 Use the Buoy ID text link or click on ID in the map

- Western Gulf of Mexico
- [42001](#)
- [42002](#)
- [42006](#)
- [42008](#)
- [42010](#)
- [42011](#)
- [42017](#)
- [42019](#)
- [42020](#)
- [42035](#)
- [42038](#)
- [42041](#)
- [42055](#)



# Kapow Example (5)

MMS

Plans Tracking Info  
Deepwater Info  
FPSO Information  
Royalty Relief  
Safety Information  
OCS Regulations

NOAA Satellite and Information  
NODC  
National Oceanographic Data Center  
You are here: [NODC Home](#)  
Use the Buoy ID text link or click on ID in the map.  

- Western Gulf of Mexico
- [42001](#)
- [42002](#)
- [42006](#)
- [42008](#)
- [42010](#)
- [42011](#)
- [42017](#)
- [42019](#)
- [42020](#)
- [42035](#)
- [42038](#)
- [42041](#)
- [42055](#)

HomeSearchTopic IndexAbout MMSWhat's New

Gulf of Mexico Region  
Offshore Information

U.S. Department of the Interior

Deepwater Information  
Rig Management

The oil and gas industry is responsible for the majority of the offshore oil and gas production in the Gulf of Mexico. The industry is also responsible for the majority of the offshore oil and gas production in the Gulf of Mexico.

Rig InfoWeatherAlerts

Water Temperature: 69.1 °F  
Air Temperature: 69.8 °F  
Conditions: HIGH PRES RIDGE ACROSS THE GULF WILL SHIFT E AND WEAKEN THROUGH FRI. APPROACHING COLD FRONT WILL INCREASE SLY WINDS IN THE WRN GULF SAT. THE FRONT WILL EXTEND FROM THE MOUTH OF THE MISSISSIPPI TO 19N96W.

MapSatelliteHybrid

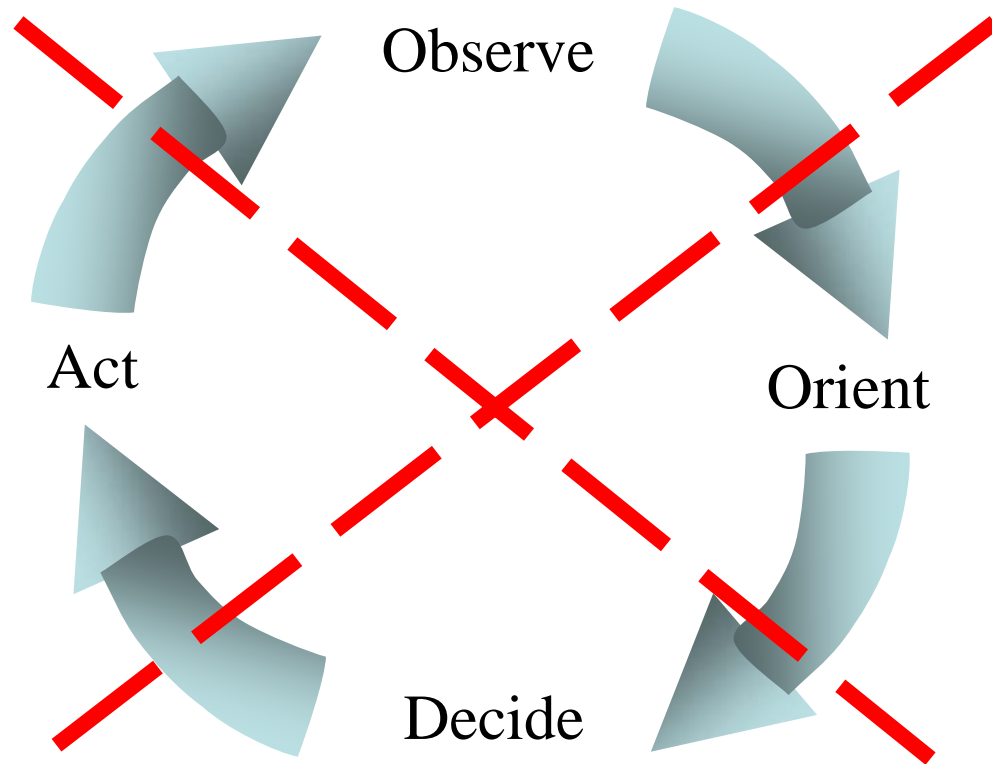
# Mashup Implications for the Software Development Cycle

- Since mashup tools are targeted at users (not developers), there is the potential to break the lengthy software development process by empowering end users to create their own applications
  - it's like providing a MS-Word like environment where end users (not developers) can create everything from a grocery list of items to pick up on the way home, to lyrics for hip hop songs, to treatises on global warming, to CONOPS, etc

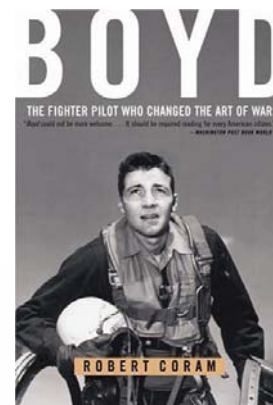
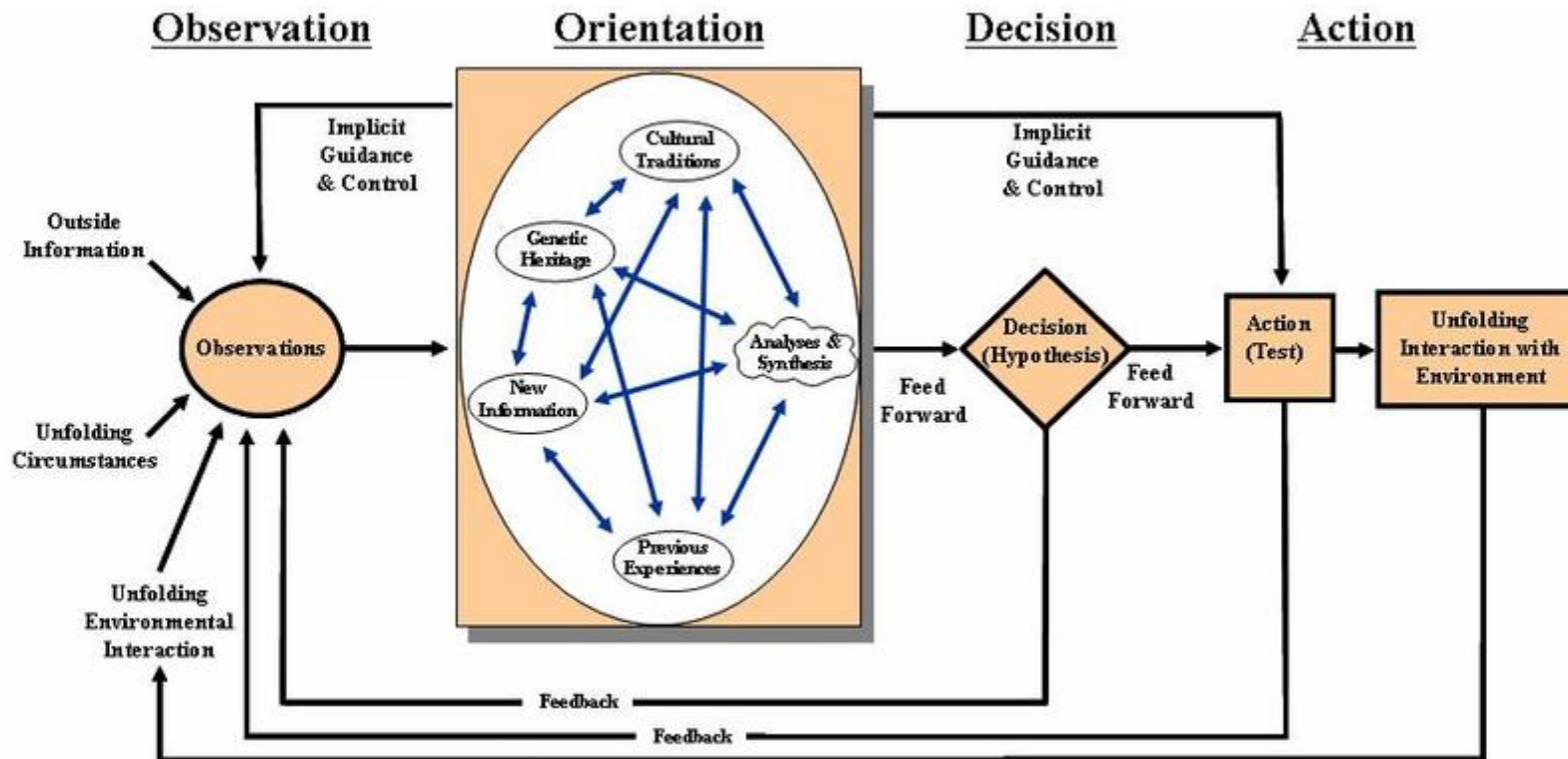
*“The entire CONOPS for how services [mashups] are built shifts from a ‘pass-requirements-to-techies-and-wait-for-the-next-development-cycle’ approach to a ‘mash-it-up-right-now-and keep-it-if-it-works’ approach. This approach only works if there is a community of users posting [mashups], using [mashups], modifying [mashups] and tagging useful [mashups]”.*

*MITRE Analyst, Jacob Heim*

# <sup>^ Not</sup> The OODA Loop



# Boyd's Real OODA Loop



Source: Chet Richards, "Certain to Win", Xlibris Corp, 2004



# Mashup Support to Army Mission

## ■ IED Forensics Use Case

**Event 1:** Bomb explodes in market square

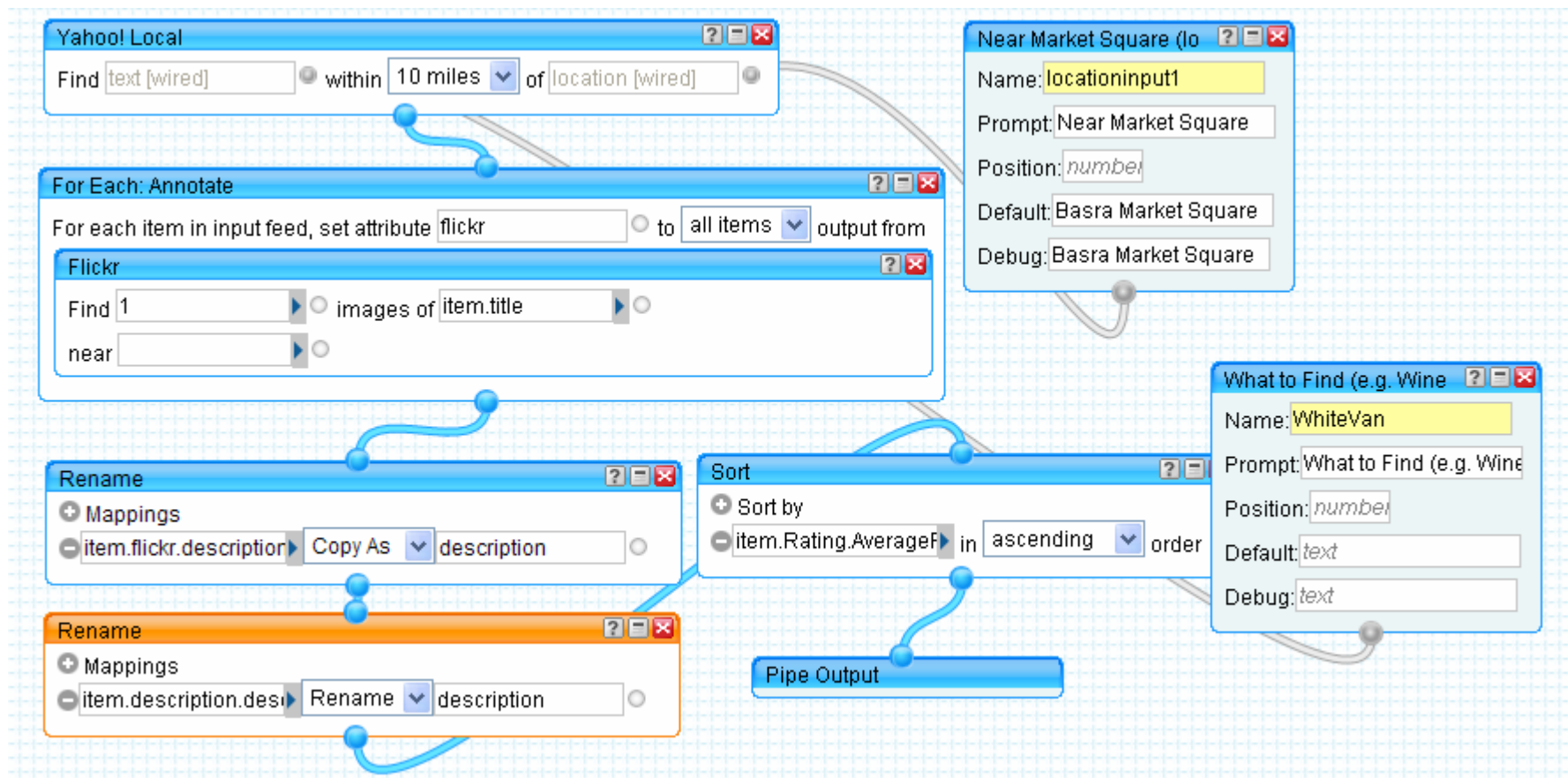
**Event 2:** Eyewitnesses reports indicate bomb was in a white van

**Event 3:** Intelligence analyst quickly constructs a yahoo mashup pipe to search for all instances of 'white van' within a 10 mile radius of the market square

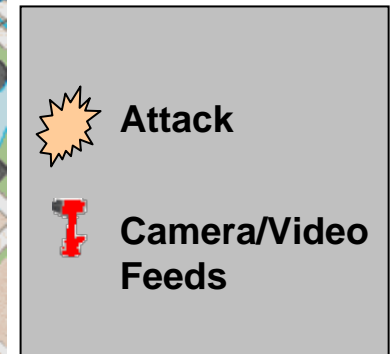
- access feeds from traffic cameras
- access feed from UAV video

**Event 4:** Pictorial history allows analyst to backtrack van to warehouse where it was fitted with explosive device

# IED Forensics Analysis Mashup



# IED Forensics Analysis Mashup Result



# Conclusion

- The world (and the military) is awash in data. The total amount of data collecting during a year is staggering and growing. One report cited we already don't process at least 50% of the information we collect. What is needed isn't more sensors or data collection capability, but better tools to process/analyze the data we already have

*"In an age of abundant, almost limitless, information and communications capabilities, decision makers are increasingly faced with the problem of too much information, rather than too little. In today's information-oriented society, winnowing, filtering, correlating, and fusing information have become as important as acquiring the information, or (regrettably) even as important as its content, if not more so."*

Command Concepts: A Theory Derived from the Practice of Command and Control, A  
Rand Publication, Builder, Banks, and Nordin